Note for Bring, Murray

From: Bring, Murray

Date: Tue, Nov 14, 1995 9:27 AM

Subject: RE: NATL. SMOKEOUT DAY

To: Laufer, David

2045745189

David:

I am of the view that we ought to stick to our original game plan, and not run the ad until we have done the focus groups. Also, I think the ad is likely to be swamped by all of the anti material that will appear this week in connection with the smokeout.

Murray

From: Laufer, David on Mon, Nov 13, 1995 5:13 PM
Subject: FW: NATL. SMOKEOUT DAY
To: Bring, Murray

2045745189A

Ellen did not want us to proceed without hearing from you. Any thoughts? Cutoff is tomorrow.

From: Liebengood, Howard on Mon, Nov 13, 1995 7:54 AM
Subject: RE: NATL. SMOKEOUT DAY
To: Laufer, David; Merlo, Ellen
Cc: Nicoli, David

2045745189B

OK here

*** URGENT ***
From: Merlo, Ellen on Sun, Nov 12, 1995 9:11 AM
Subject: NATL. SMOKEOUT DAY
To: Daragan, Karen; Firestone, Marc; Han, Vic; Laufer, David; Liebengood, Howard; Morgan, Jim; Nicoli, David; Parrish, Steve; Walls, Tina
Cc: Keane, Denise

WHILE I KNOW WE HAVE AGREED TO HOLD OFF ON RUNNING ANY ADS UNTIL WE HAVE OUR ENTIRE STATEGY AGREED TO, IT OCCURRED TO ME THAT WE MIGHT WANT TO RUN OUR "KIDS SHOULD NOT SMOKE" AGREEMENT AD THIS THURSDAY IN A SELECT NUMBER OF NEWSPAPERS TO COMBAT WHAT THE ANTIS WILL BE DOING THIS WEEK.

APPARENTLY THEIR THRUST WILL BE KIDS.

I THINK WE SHOULD RUN THE AD IN USA TODAY, PLUS PLANT CITIES, LA, CHICAGO AND NY --- IN OTHER WORDS OUR SHORT LIST. WE DID NOT ENVISION THIS CAMPAIGN FOR NEWSPAPERS, BUT GIVEN THE SHORT LEAD TIME AND THE OPPORTUNITY I THINK IT IS A GOOD IDEA.

2045745189C

IF YOU AGREE, OR DISAGREE, COULD YOU LET LAUFER KNOW SINCE I WILL BE OUT MONDAY AND TUESDAY AND HE AND KAREN CAN ARRANGE WITH THE AGENCY.

I SUGGEST A JUNIOR PAGE, EXCEPT IN USA TODAY, WHERE I'D GO WITH A FULL PAGE IN COLOR.

WE NEED A DECISION ON MONDAY MORNING. THANKS.

Source: https://www.industrydocuments.ucsf.edu/docs/tqjx0000